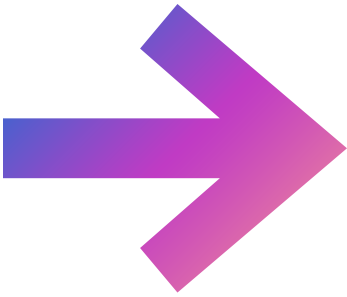


SAP on the Microsoft Cloud:

Real Stories of Digital Transformation Success





04

Introduction

06

Migrate to innovate:

NBA boosts fan engagement and operations

10

Automate to accelerate:

Campari shakes up the spirits market by extending to the Microsoft Cloud

14

Enhance productivity and collaboration:

Coats's operations thrive through global disruption

18

Empower with analytics and insights:

The Luminous journey towards a data-driven future

22

Get ahead with SAP on the Microsoft Cloud

This
information
is for you if
you are:

A business or IT decision-maker looking to achieve digital transformation goals by migrating SAP systems to the cloud.

Interested in learning more about the flexibility, scalability and efficiency benefits of running SAP on the Microsoft Cloud.

Seeking to make technological improvements or unlock new opportunities through innovation for SAP workloads.

Introduction

In this eBook, you'll discover the success stories of four Microsoft customers in various industries who have migrated their SAP systems to the Microsoft Cloud to achieve powerful business outcomes.

If you're like most SAP customers, your SAP solutions may be among your most powerful and critical systems. Migrating them to the cloud allows you to achieve new operational agility, efficiency and scalability with the potential to drive digital transformation across your entire business. As you'll see in the case studies that follow, this shift enables you to:



Increase savings and improve operational efficiency, laying the groundwork for faster innovation.



Enhance security and governance for easier compliance and greater peace of mind.



Automate processes and deepen insights across functions, including sales, marketing and supply chain management, using Dynamics 365.



Enhance productivity and accelerate innovation by integrating with Microsoft 365.



Gain immediate, intelligent insights for real-time decision-making by eliminating data silos and applying advanced analytics with Azure and Power BI.

These capabilities can drive significant business results for your organisation, including:



Strengthened
security posture



New business models
and revenue streams



Improved customer and
employee experience



Sustainability



Savings and cost
management

Read on to see how four Microsoft customers achieved powerful business outcomes by migrating their SAP landscape to Azure and modernising using Microsoft Cloud solutions.

① ② ③ ④

Migrate to innovate:

NBA boosts fan engagement and operations



The National Basketball Association (NBA) is known as an innovator, using technology to deliver excellent outcomes for the business, teams and fans. As part of its cloud-first approach, the organisation used RISE with SAP to move its SAP solutions and other IT resources to Azure. Microsoft has a strong partnership with SAP and proven operational capabilities for cloud-based SAP solutions, which were deciding factors in the choice.

SAP is a critical system for the NBA, encompassing all finance operations. By migrating to the cloud, the organisation is able to eliminate redundant security tools and strengthen its protection against data loss with Azure's built-in security and enterprise-grade back-up and disaster recovery capabilities.

As a result, the organisation has achieved renewed speed for its digital transformation efforts. With consolidated SAP data and improved access, the NBA has discovered new growth opportunities and improved fan engagement.

The league now has a strong foundation as it adopts new cloud services, building on the Microsoft ecosystem where applications, business systems and data can all come together to supply new growth opportunities.

By migrating to the cloud, the organisation could use advanced Azure security controls and benefit from Microsoft's global security expertise.

Key benefits

- Improved fan engagement through data access and consolidation
- Enhanced security and reduced effort for IT staff
- Freed resources by moving more IT assets to the cloud
- Minimised downtime and data loss

[Read the story](#)

How the Microsoft Cloud helps you innovate with SAP

Migrating SAP to Azure is the first step toward transformational digital capabilities. Microsoft and SAP have a global ecosystem of SI partners to help with planning and implementation. With infrastructure managed by Azure, IT resources are freed to focus on business transformation.

Azure offers more than 120 options for virtual machines certified for SAP, enabling you to right-size SAP workloads on demand while dramatically reducing infrastructure and platform management requirements. Proven enterprise-ready infrastructure delivers built-in management, resiliency and security, providing a reliable foundation for critical enterprise workloads.

With best practices, tools and templates constantly being updated and refined, your team can ramp up cloud operations faster and ensure continuous availability. And with built-in compliance capabilities to address regional and industry concerns, you can grow with confidence knowing your SAP systems will grow with you in the Microsoft Cloud.



”

The RISE with SAP bundle is really strategic for the NBA. It's making us much more aware of how to use our Azure cloud environment in ways we hadn't expected. It's pushing us to think outside the box and bring innovation to our business processes.

Puneet Toteja

Associate Vice President
National Basketball Association

1 2 3 4

Automate to accelerate:

Campari shakes up the spirits market by extending to the Microsoft Cloud

An iconic spirits company – the sixth largest premium player in the world – Campari has over 50 brands under its umbrella worldwide. Like many global businesses, the company relies on various SAP solutions as the backbone of its operations.

In 2019, the Campari Group made a wise move towards a cloud-based, zero-infrastructure model. It aimed to unify segregated applications, systems and information from over 30 acquisitions.

But Campari didn't just want to lift and shift to the cloud. It decided to power its growth by adopting the comprehensive Microsoft Cloud platform, including Azure, Microsoft 365 and Dynamics 365. "With the migration of SAP to Azure, the teams have shifted from planning hardware renewals to more value-adding activities," says Matthew Zeidler, Senior Director of Enterprise Architecture and Technology at Campari Group. "This has also enabled us to repurpose investments into business transformation initiatives."

Campari Group was able to close two global data centres – but that was just the beginning. With SAP on Azure, Campari Group has the scale to deliver a more robust SAP experience and create infrastructure for its future SAP S/4HANA migration.

Campari has since adopted more Microsoft Cloud applications, including:

Dynamics 365 Marketing for customer relationship management (CRM).

Dynamics 365 Customer Insights to power a customer data platform.

Power Platform to create applications that empower business users to capture and use customer data.

Key benefits

- Increased security
- Enhanced scalability and improved cost-effectiveness by decommissioning its global data centres
- Positioned for continuous optimisation and ongoing transformation
- Reduced effort for IT staff and redirected focus to business transformation initiatives

[Read the story](#)

How the Microsoft Cloud helps you automate to accelerate with SAP

With SAP on the Microsoft Cloud, you can connect core business data to Dynamics 365 for highly agile, composable and accessible technology solutions.

Dynamics 365 transforms the power of SAP data by providing real-time visibility into business operations to improve decision-making. Built-in integration between Power Platform and SAP makes automating business processes and digitally transforming workflows easier.

With both solutions on the same cloud, you can choose the best tools for each aspect of your business and orchestrate smooth data movement among them to break down silos. For example, Dynamics 365 offers AI-powered sales and marketing tools that can help companies personalise customer experiences and improve conversion rates.



”

Our technology decisions give us the ability to adapt quickly to market changes and Microsoft's support is key in helping us achieve our goals.

Chad Niemuth

Vice President Global IT
Campari Group

① ② ③ ④

Enhance productivity and collaboration:

Coats' operations thrive through
global disruption

Coats, the leading industrial thread manufacturer, migrated SAP to Azure to keep the business running smoothly and provide a platform for innovation.

The move gave Coats flexibility and agility to perfect existing processes and accommodate unexpected changes in operations. Coats uses SAP solutions to manage its supply chain, controlling orders and streamlining processes that turn ordered goods into finished goods. On Azure, they have achieved significant improvements. For example, sampling orders used to take 10 to 14 days to process. With the agility of the cloud, Coats has cut that time down to just two days.

Being in Azure has also allowed Coats to scale its landscape up or down to meet immediate needs, making it resilient to disruption. By combining everything in Azure, Coats has been able to respond quickly to unexpected changes, redirecting resources from one location to another as necessary.

Additionally, integrations with other Microsoft technologies, such as Microsoft 365 and Microsoft Teams, have enabled Coats employees to work remotely while supporting business continuity.

Coats uses
SAP solutions
to manage its
supply chain,
controlling orders
and streamlining
processes that
turn ordered
goods into
finished goods.

Key benefits

- Increased flexibility and agility to proactively align with changing business needs
- Enhanced team collaboration, communication and co-creation from anywhere
- Accelerated performance and increased efficiency to reduce the delivery time of samples from 10 days to two days

[Read the story](#)

Why the Microsoft Cloud is the right choice to drive collaboration and productivity with SAP

By integrating Microsoft Teams and Microsoft 365 with SAP solutions like SAP S/4HANA, SAP Analytics Cloud and SAP Sales Cloud, you can help employees collaborate in real time to make data-driven decisions faster.

With contextual learning capabilities enabled by integrating SAP SuccessFactors with Microsoft Viva and Power Virtual Agents, you accelerate learning to enhance productivity and engagement.

Secure and seamless access to data and applications wherever they work empowers employees to drive business goals over the finish line from anywhere. In addition, they can use Power Platform to build custom business apps without coding and simplify processes to focus on what matters most. They can even create conversational chatbots that connect to SAP data, sharing information and answering questions based on the latest insights.



”

Because we implemented a modern workplace with Microsoft 365, all of the files and information that the business needs are in the cloud. With Microsoft technologies, Coats has remained operational, regardless of whether employees are at the company or working remotely.

Helge Brummer

Vice President of Technology
and Operations at Coats

① ② ③ ④

Empower with analytics and insights:

The Luminous journey towards
a data-driven future

Luminous Power Technologies, a leading power backup, battery, home electrical and solar manufacturer, has embarked on a digital transformation journey to stay ahead of the innovation and customer satisfaction curve.

The company chose RISE with SAP on Azure offering to combine its extensive data and unlock valuable insights that drive business growth. With the help of SAP and Microsoft, Luminous has integrated data onto a single platform, supporting greater access to insights across departments.

Using Microsoft Teams and Power BI, Luminous has gained the ability to visualise customer behaviour, supply chain status and business performance metrics to make better decisions.

Luminous also uses the SAP Business Technology Platform on Azure to innovate with AI-powered chatbots to improve customer experiences. For example, the company's developers created a sales bot called SalesKUBE that sends customer data directly from the SAP system to Teams to better integrate real-time data into sales workflows and streamline sales processes.

Analytics and insights drive business growth and customer satisfaction. RISE with SAP on Azure and Microsoft analytics tools help Luminous transform data into a valuable asset that fuels innovation and delivers a competitive edge.

With the help of SAP and Microsoft, Luminous has integrated data onto a single platform.

Key benefits

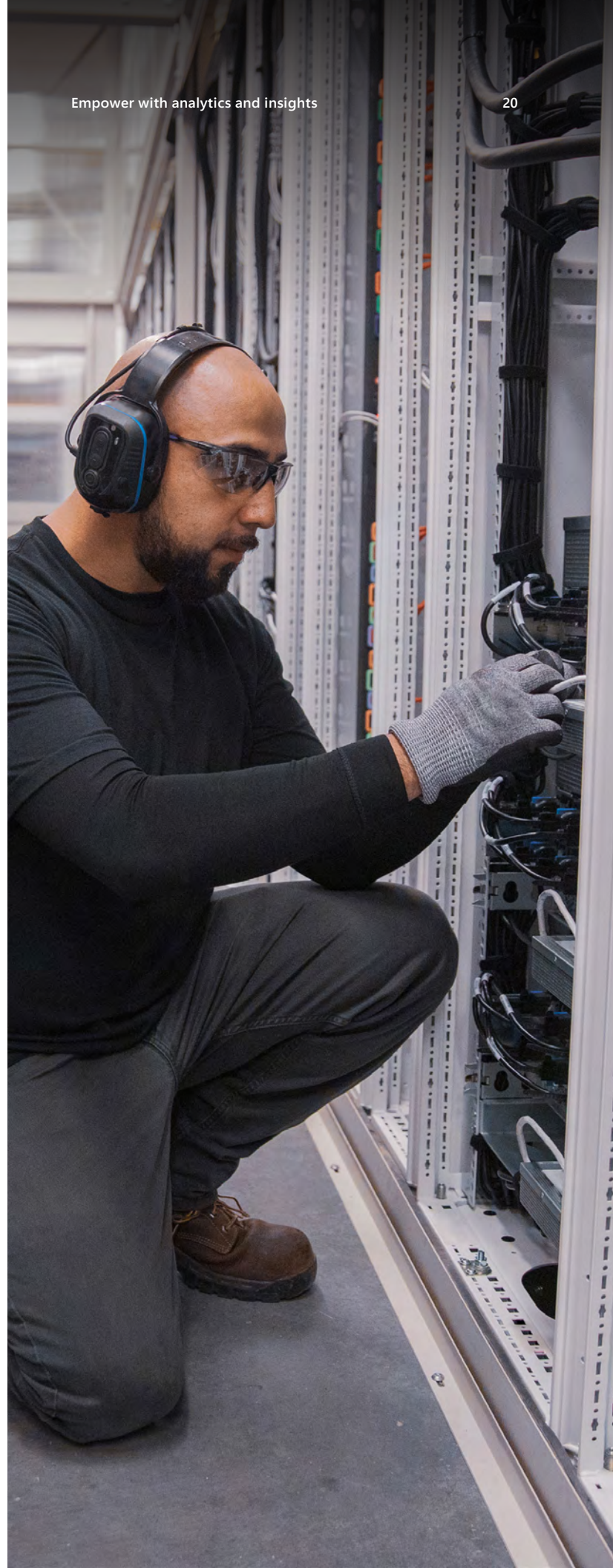
- Boosted operational efficiency by giving employees and suppliers fast, accurate, real-time data and better experiences with its migration and bot deployment
- Gained the stable, highly secure, well-architected digital core it needs to innovate and thrive by bringing SAP and Azure together

[Read the story](#)

Why use the Microsoft Cloud to power data analytics and insights with SAP

With real-time analytics and secure, self-service reporting capabilities provided by Microsoft Cloud solutions, businesses can maximise ROI from their data. On the back end, companies can apply data governance across the landscape, supporting secure information sharing and analytics.

In the cloud, SAP data can drive advanced capabilities such as cognitive services that learn over time and make more accurate predictions about future conditions. SAP in the Microsoft Cloud is also easier to integrate with third-party tools and services, enabling you to stay ahead of the curve and adapt as markets change.



”

Having SAP BTP on Azure and interoperable with Teams has really changed the way in which we work... It's created a lot of operational efficiency because now the data is coming in real time, and there's only one version of the truth available to salespeople. They can work way more effectively with all our customers, dealers and distributors.

Chander Khanduja

Chief Information Officer
at Luminous Power Technologies

Get ahead with SAP on the Microsoft Cloud

Simplify collaboration, innovation and transformation by migrating SAP workloads to the Microsoft Cloud. Take advantage of extensive support available to customers to guide SAP migration from start to finish with Azure Migrate and Modernise offering.

With deep integration across SAP solutions, Microsoft helps you confidently position your business for success in today's rapidly evolving digital landscape.

Let's move forward together.



Get started



Try Azure for free